

# SUICIDE SQUAD

## INTERNATIONAL PRINT GUIDELINES

DATE:	VER:	UPDATE:
21 Jan	1	Overview of Campaign Art
05 Feb	2	Updated Art/ Added Quad Art
12 Feb	3	Updated Legal Billing Guidelines
26 Feb	4	Added In Theater Bunting
06 May	5	Standee & Concessions
13 May	6	Standee Update
03 Jun	7	Main 1sht, Outdoor & In-Theater Update
08 Jun	8	Update on Timing, 5-Sided Totem & Soccer Ball



## USAGE GUIDELINES

### TITLE TREATMENTS, FONT & BILLING BLOCK (p. 3)

#### ONE SHEETS (p. 6 - 10)

- |                       |   |
|-----------------------|---|
| • Tsr Skull 1sht      | Available on Adstream                             |
| • Tsr Smiley 1sht     | Available on Adstream                             |
| • Tsr Skull Quad      | Available on Adstream                             |
| • Tsr Smiley Quad     | Available on Adstream                             |
| • Main 1sht           | Available on Adstream week of 6/13                |
| • Main Quad           | Available on Adstream week of 6/13                |
| • IMAX Exclusive 1sht | If you wish to use this art, please contact IMAX. |

If the Main 1sht does not work for your market, feel free to use either Teaser look or Cast Bus Shelters.

Main Artwork debut planned for 6/14. The Main 1sht and Quad files will be available following the debut.

#### BUS SHELTERS (p. 11)

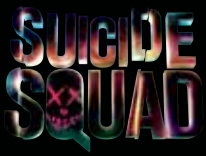
- |               |                               |
|---------------|-------------------------------|
| • Cast Green  | Available on Adstream by 6/17 |
| • Cast Orange | Available on Adstream by 6/17 |
| • Main        | Available on Adstream by 6/17 |

Either of the Cast Bus Shelters can be used as your Main campaign artwork. If used as a Main 1sht, you must add billing at 25% of artwork title. You can also add a “#” before title and reduce the size of billing block.

#### OUTDOOR (p. 12-13)

- |               |                      |                               |
|---------------|----------------------|-------------------------------|
| • Cast Green  | 30sht & 14x48 & Quad | Available on Adstream by 6/17 |
| • Cast Orange | 30sht & 14x48 & Quad | Available on Adstream by 6/17 |

We will not be creating horizontal layouts for the Main art.



## USAGE GUIDELINES

### **CHARACTER ART (p. 14-21)**

• Intl Harley Character Art	Available on Adstream by Request
• Intl Joker Character Art	Available on Adstream by Request
• Intl Deadshot Character Art	Available on Adstream by Request
• Intl Rick Character Art	Available on Adstream by Request
• Intl Enchantress Character Art	Available on Adstream by Request
• Intl Amanda Character Art	Available on Adstream by Request
• Intl Boomerang Character Art	Available on Adstream by Request
• Intl Katana Character Art	Available on Adstream by Request
• Intl Diablo Character Art	Available on Adstream by Request
• Intl Slipknot Character Art	Available on Adstream by Request
• Intl Croc Character Art	Available on Adstream by Request 6/10
<hr/>	
• Harley Comic Book Character Art	Available on Adstream by Request week of June 20
• Joker Comic Book Character Art	Available on Adstream by Request week of June 20
• Deadshot Comic Book Character Art	Available on Adstream by Request week of June 20
• Rick Comic Book Character Art	Available on Adstream by Request week of June 20
• Enchantress Comic Book Character Art	Available on Adstream by Request week of June 20
• Amanda Comic Book Character Art	Available on Adstream by Request week of June 20
• Boomerang Comic Book Character Art	Available on Adstream by Request week of June 20
• Katana Comic Book Character Art	Available on Adstream by Request week of June 20
• Diablo Comic Book Character Art	Available on Adstream by Request week of June 20
• Slipknot Comic Book Character Art	Available on Adstream by Request week of June 20
• Croc Comic Book Character Art	Available on Adstream by Request week of June 20

Due to likeness ties, Harley, Joker & Deadshot must always be used in equal rotation. Any additional characters may be used along with Harley, Joker & Deadshot. If you can only place one look, you must use the Main or one of the Cast Bus Shelters.

The Intl Character Art files can be requested from Home Office at this point for print purposes only prior to the debut. The debut is currently targeting week of 6/13 (TBC).

The Comic Book Character Art is in finishing. Online debut week of 6/20 or 6/27. Let Home Office know if you have urgent needs for this art.

## USAGE GUIDELINES

### IN THEATER (p. 22-24)

- |                          |                                  |
|--------------------------|----------------------------------|
| • Cast Photo Op Standee  | Available on Adstream by Request |
| • Joker Photo Op Standee | Available on Adstream by Request |
| • 5-Sided Totem          | UK will send out survey shortly  |
| • Concession Cup*        | Available on Adstream by Request |
| • Bunting                | Unit price \$14 / Euros 13 / £10 |

Home Office has surveyed for both Photo Op Standees. Due to legal likeness ties, the Cast and Joker Photo Op Standees come as a set and must be ordered together. Approximately \$475 per set, not inclusive of shipping. Shipping will begin July 11th.

The Cast and Joker Photo Op standee layered files will be RESTRICTED on Adstream and require Home Office Creative approval for download access.

\*The concession art is RESTRICTED on Adstream and requires Home Office Creative approval for download access. At this time, they are approved for concession programs only.

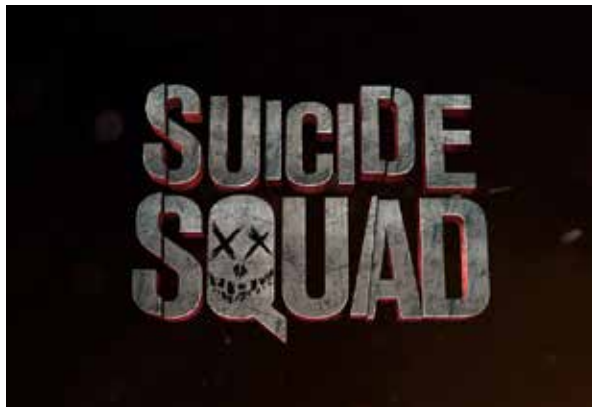
### MISCELLANEOUS (p. 25)

- |                     |                       |
|---------------------|-----------------------|
| • Skull Soccer Ball | Available on Adstream |
|---------------------|-----------------------|

This has been created for any EuroCup tie ins. The RGB files are up on Adstream.

## TITLE TREATMENT

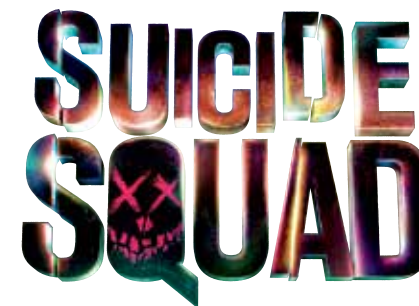
FIRST ONLINE MASTER



PRINT



A/V



## FONT

An alphabet has been created for the names that appear on the “Smiley” art:

- BRAVO14\_font\_BLK
- BRAVO14\_font\_RED

## BILLING BLOCK

The latest billing block on ADSTREAM is “24May16 Intl Billing Block SUISQ”.  
File includes the billing setups for all print material that requires billing.



Tsr Skull 1sht



ONLINE DEBUT:

January 17, 2016

AVAILABLE ON ADSTREAM:

February 4, 2015

NOTES:

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ONLINE DEBUT:

January 19, 2016

AVAILABLE ON ADSTREAM:

February 4, 2016

NOTES:

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Tsr Smiley 1sht





Tsr Skull Quad



Tsr Smiley Quad



ONLINE DEBUT:

N/A

AVAILABLE ON ADSTREAM:

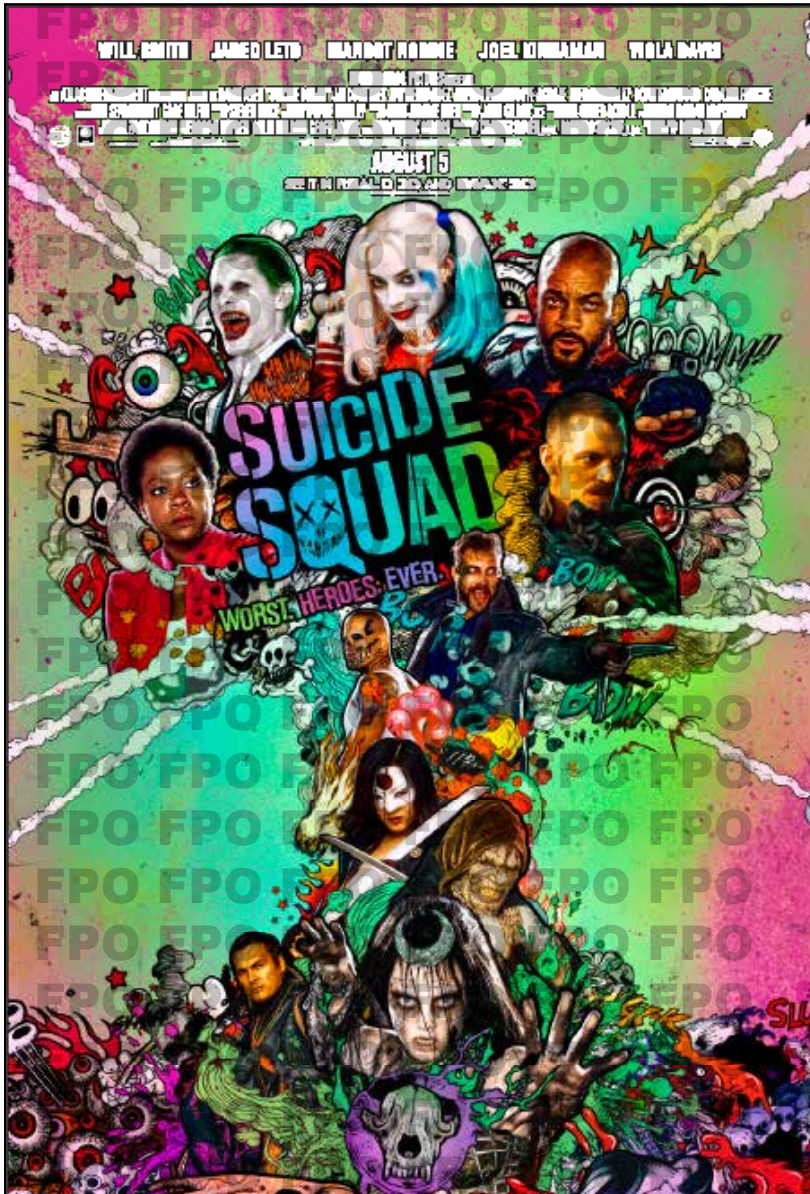
February 5, 2016

NOTES:

If used in outdoor, billing  
block is not required.



Main 1sht



ONLINE DEBUT:

6/14 (TBC)

AVAILABLE ON ADSTREAM:

Week of 6/13 (TBC)

NOTES:

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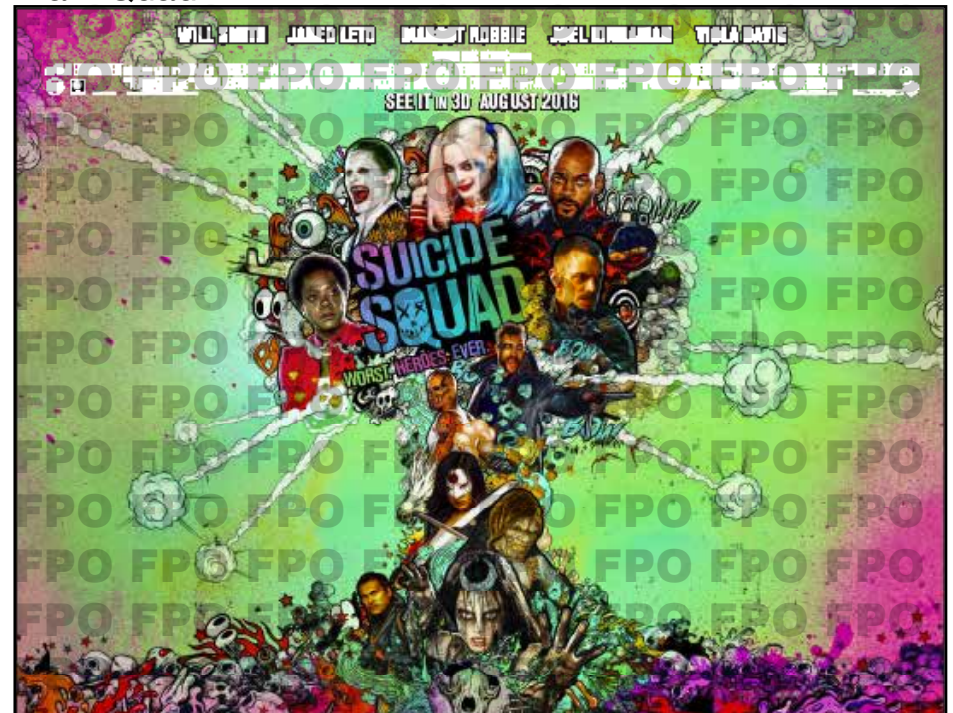
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Main Quad





### IMAX Exclusive 1sht



#### ONLINE DEBUT:

June 14, 2016

#### AVAILABLE ON ADSTREAM:

N/A

#### NOTES:

This art is only for IMAX.

If you wish to use this art,  
please contact IMAX.



Cast Orange Bus Shelter



ONLINE DEBUT:

Week of 6/13 (TBC)

AVAILABLE ON ADSTREAM:

By June 17, 2016

NOTES:

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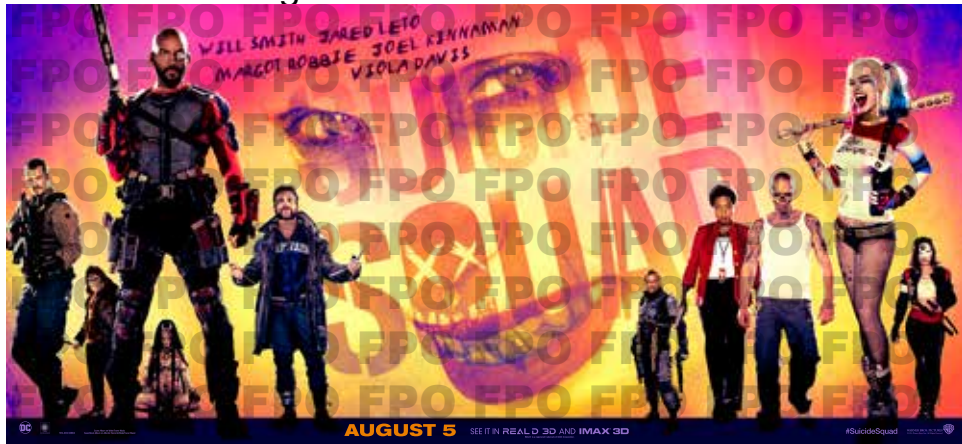
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Cast Green Bus Shelter

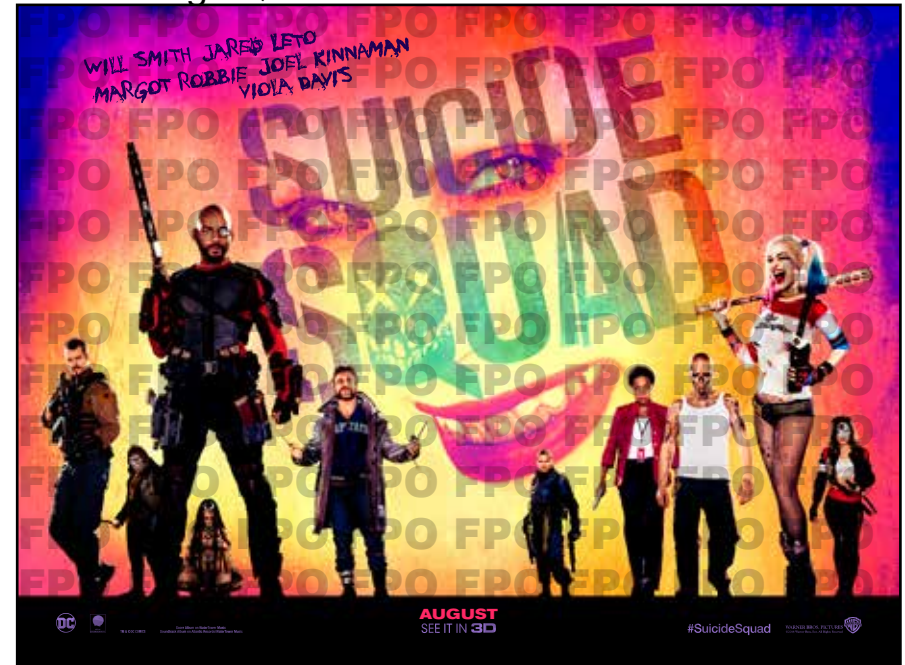




30sht Cast Orange



Cast Orange Quad Outdoor



14x48 Cast Orange



ONLINE DEBUT:

Week of 6/13 (TBC)

AVAILABLE ON ADSTREAM:

By June 17, 2016

NOTES:

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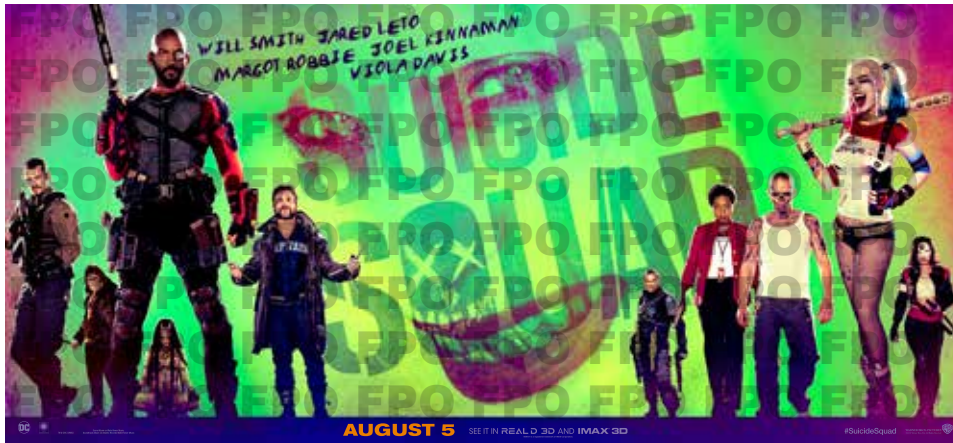
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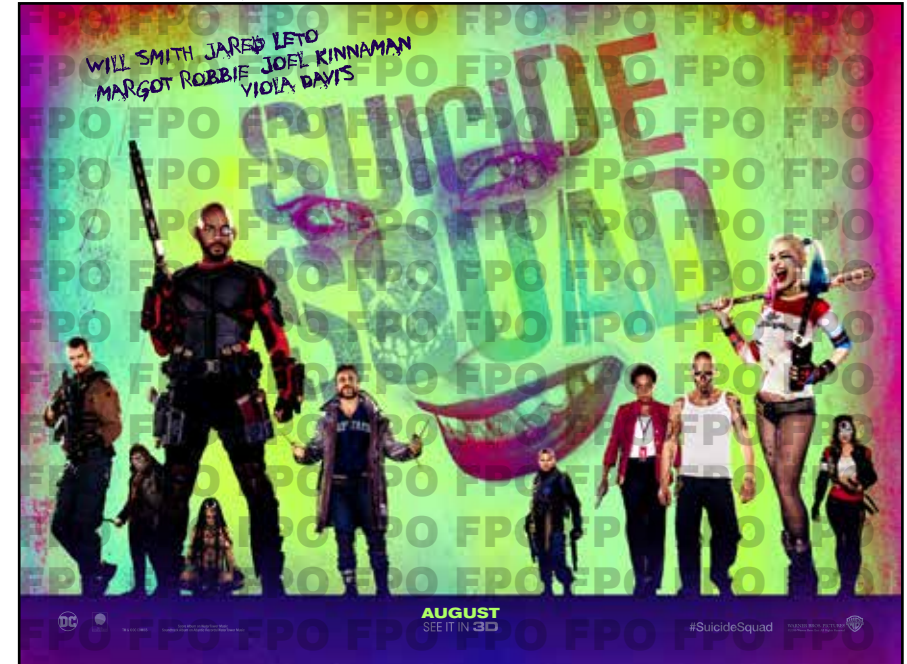
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30sht Cast Green



Cast Green Quad Outdoor



14x48 Cast Green



ONLINE DEBUT:

Week of 6/13 (TBC)

AVAILABLE ON ADSTREAM:

By June 17, 2016

NOTES:

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**ONLINE DEBUT:**  
Week of 6/13 (TBC)

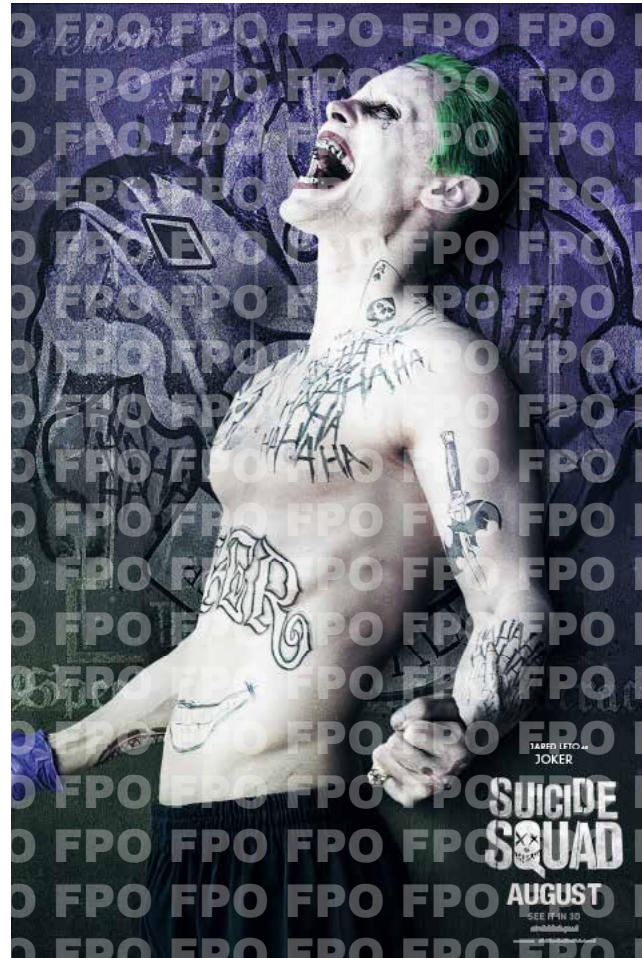
**AVAILABLE ON ADSTREAM:**  
June 8, 2016

**NOTES:**  
Until this art is debuted, it will be restricted for print purposes only.  
Contact H.O. for access.

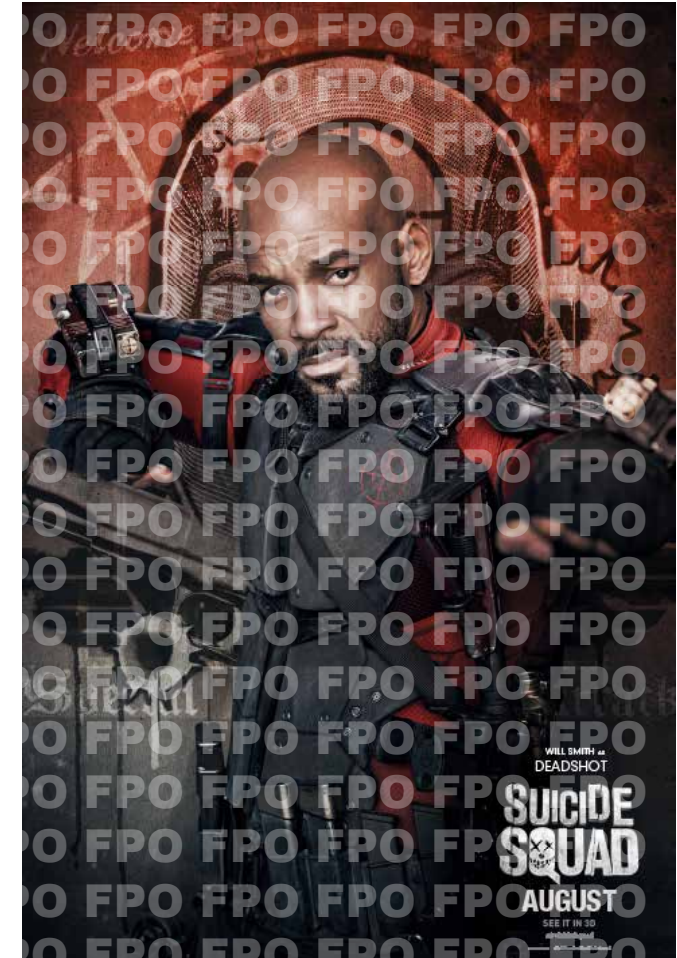
Harley



Joker



Deadshot





ONLINE DEBUT:  
Week of 6/13 (TBC)

AVAILABLE ON ADSTREAM:  
June 8, 2016

NOTES:  
Until this art is debuted, it will be  
restricted for print purposes only.  
Contact H.O. for access.

Enchantress



Amanda



Boomerang





### ONLINE DEBUT:

Week of 6/13 (TBC)

### AVAILABLE ON ADSTREAM:

June 8, 2016

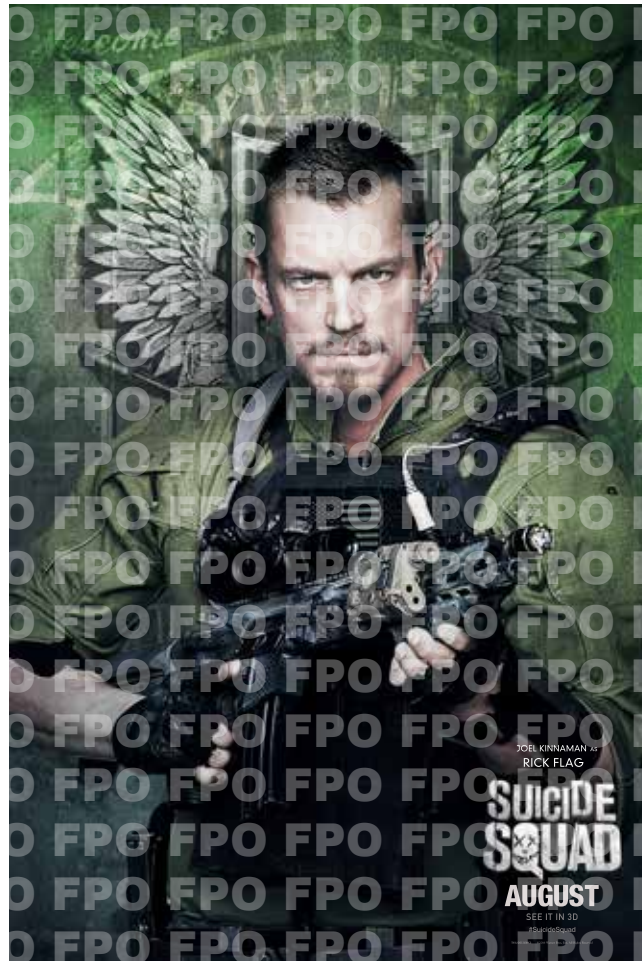
### NOTES:

Until this art is debuted, it will be restricted for print purposes only.  
Contact H.O. for access.

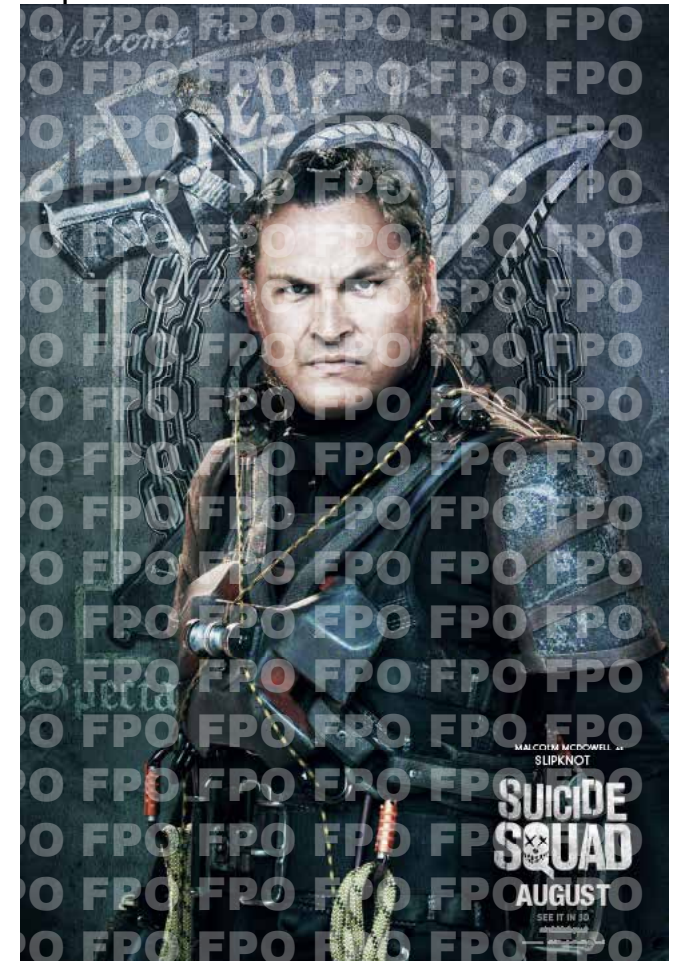
Katana



Rick



Slipknot





**ONLINE DEBUT:**  
Week of 6/13 (TBC)

**AVAILABLE ON ADSTREAM:**

Diablo: June 8, 2016

Croc: By 6/10

**NOTES:**

Until this art is debuted, it will be restricted for print purposes only.  
Contact H.O. for access.

Croc



Diablo





ONLINE DEBUT:

Week of 6/20 or 6/27

AVAILABLE ON ADSTREAM:

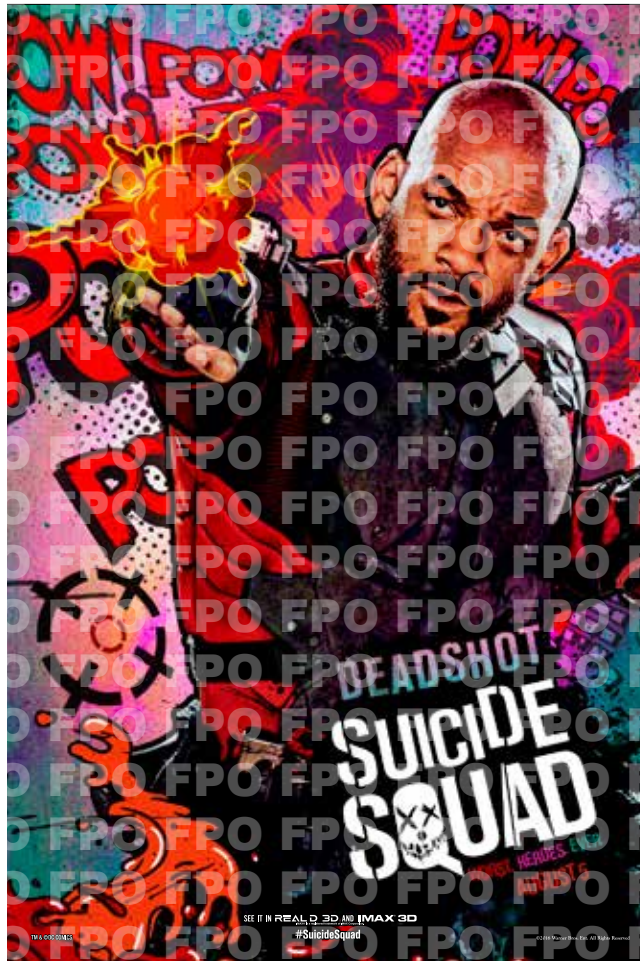
Week of 6/20

NOTES:

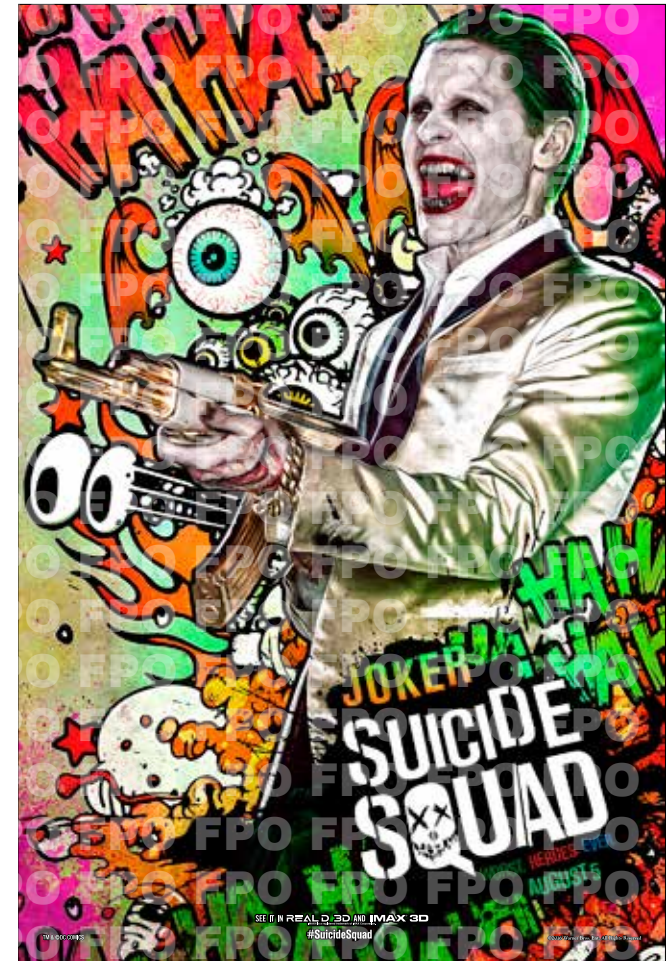
Harley Banner



Deadshot



Joker





### ONLINE DEBUT:

Week of 6/20 or 6/27

### AVAILABLE ON ADSTREAM:

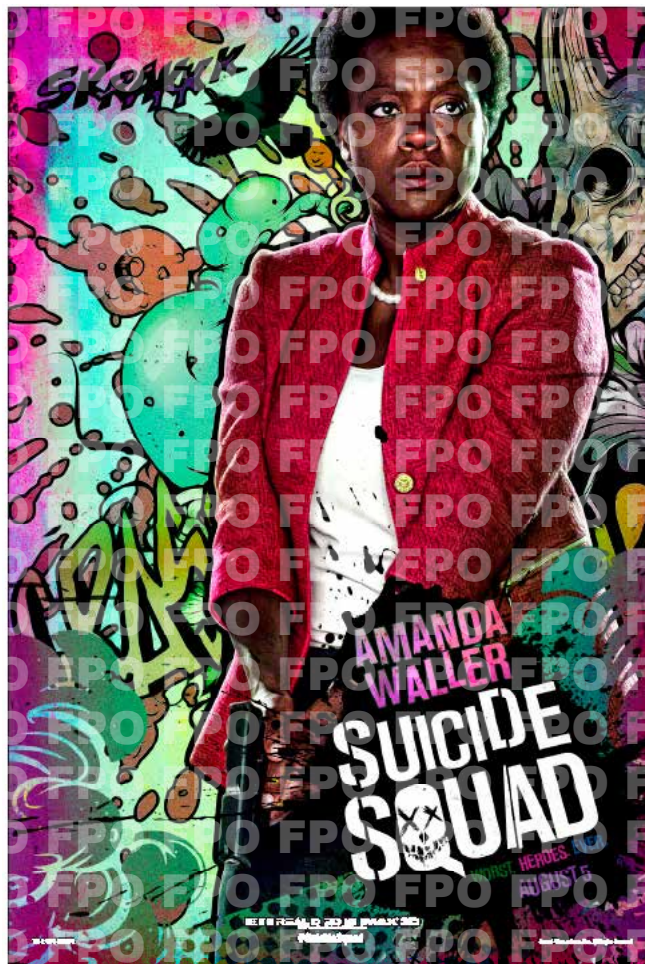
Week of 6/20

### NOTES:

Enchantress



Amanda



Boomerang

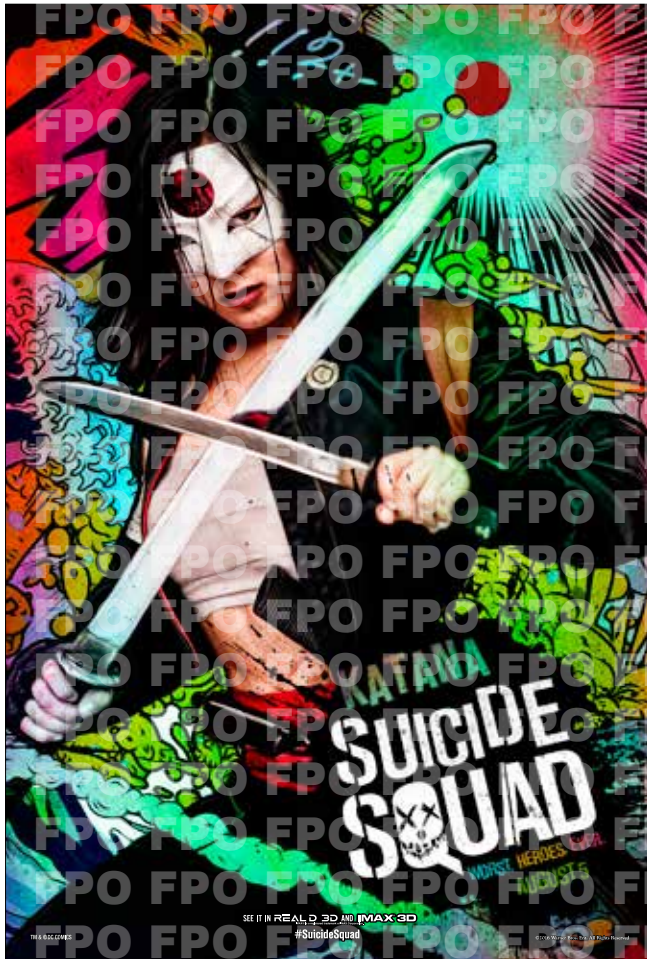




ONLINE DEBUT:  
Week of 6/20 or 6/27

AVAILABLE ON ADSTREAM:  
Week of 6/20  
NOTES:

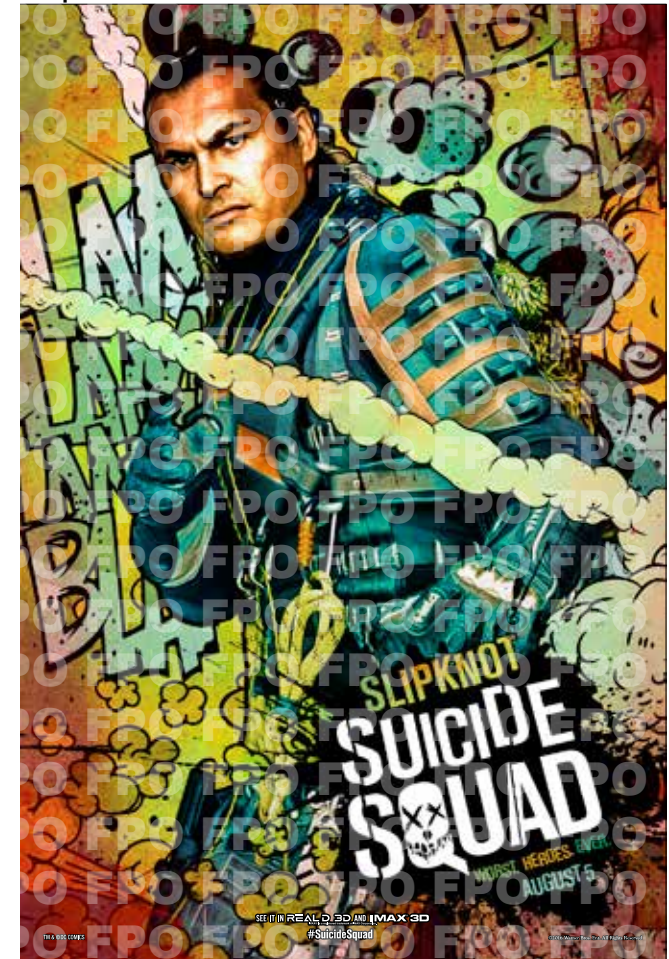
Katana



Rick



Slipknot





ONLINE DEBUT:  
Week of 6/20 or 6/27

AVAILABLE ON ADSTREAM:  
Week of 6/20  
NOTES:

Croc



Diablo





These are the approved Cast and Joker Photo Op Standees. Due to legal likeness ties, the standees come as a set and must be ordered and placed together. Shipping will begin July 11th.

Cast Standee



Joker Standee



We are creating a 5-Sided Totem out of the UK. Survey will go out shortly.

### 5-Sided Totem





Concession Cups: 32 oz & 40 oz

AVAILABLE ON ADSTREAM:

April 29, 2016

ONLINE DEBUT:

N/A

NOTES:

Please request download  
access from Home Office.

Harley



Logo



Joker



Group



## Bunting



OVERALL LENGTH OF 'FLAGS' AND GAPS 212" (5.37M)  
24" (0.6M) ADDITIONAL RIBBON AT EACH END FOR HANGING  
260" (6.57M) RIBBON LENGTH ON TOTAL

(TT VERSIONS ON PAGES 5-8)





AVAILABLE ON ADSTREAM:

June 8, 2016

ONLINE DEBUT:

N/A

NOTES:

This has been created for any  
EuroCup tie-ins. It exists as  
an RGB file.